Heath Weaver heath.weaver@remote-executive.com

Career

Personal project to explore AI at EmailsandDeals.com
September 2024 – January 2025 | Remote

- Designed and implemented a scalable architecture with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds and enhancing system efficiency.
- Integrated AI systems for email content review, improving deal extraction accuracy from 80% to 95% through iterative refinements and Python-based tooling.
- Optimized database performance by migrating to MariaDB and implementing Redis for task queuing, reducing page load times from 18 seconds to under 1 second.

Managing Director at Essence of Email Agency
June 2019 – April 2024 | Remote

- Overhauled customer segmentation and email strategies, boosting client revenue by 34% through targeted campaigns.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, gaining 6 clients in under 3 months.
- Established extensive process documentation, reducing production defects by 76% and improving operational efficiency.

VP of Marketing at Trilogy Software
April 2018 – February 2019 | Remote

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and contributing to a 25% improvement in training effectiveness.
- Established marketing assembly lines for 15 SaaS products, streamlining product launches and sales strategies through comprehensive market analysis and sales enablement materials.

Managing Partner & Co-Founder at Retorica & The Specialists Agency
August 2013 – August 2017 | Remote

- Directed daily operations and digital growth-hacking division, enhancing startups' and small businesses' digital presence through optimized advertising and websites.
- Developed and implemented client-centric business strategies with the Board of Directors, leading to unique campaigns like Bombay Sapphire's Spice Hunter, significantly exceeding client expectations.

Director, Europe at High Position Agency
April 2010 – June 2011 | Partially Remote

- Developed and implemented a multichannel e-business strategy, increasing revenue by 75% and reducing customer churn by 40% through innovative client management and process optimization.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe
July 2007 – March 2010 | Brussels

- Aligned European search activities with local marketing teams, achieving a 103% increase in search traffic year-on-year.
- Coordinated Pan-European search campaigns across 16 countries, securing top 5 listings for high-volume keywords like laptop, camera, and HD TV.
- Developed the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years.

Manager, Finance at Sony VAIO Europe
October 2003 – July 2007 | Brussels

- Developed Sony's first worldwide Marginal Profit analysis, enabling granular profitability insights by country/product/dealer, driving NIBT growth.
- Implemented 'locomotive' strategy, contributing to VAIO's profitability turnaround from 0% to 5% operational profit in 3 years, as noted in Sony's annual report.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and staff requirements, while improving reporting accuracy.

Financial Analyst and Investor Relations at Charlotte Russe
October 2002 – May 2003 | San Diego

- Automated reporting processes using Excel VBA (Macros), significantly enhancing management productivity by streamlining data analysis and presentation.

Education
Dixie State University - in Business Administration with Accounting and Marketing Emphasis
August 1997 – April 1999 | St. George, UT

Skills
Business Development:
Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:
Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:
Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:
Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:
AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:
English (Native) • French (Basic) • Italian (Learning)

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